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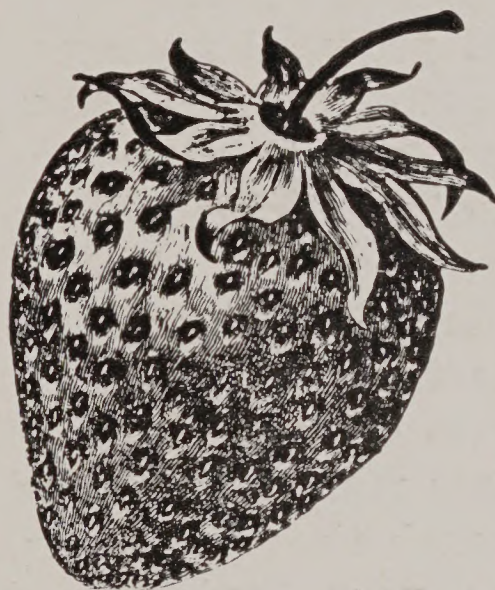
Catalogue and Price List

1940

*RENNIE'S HIGH GRADE*

# Strawberry Plants

New England's Best



**GEORGE RENNIE**

Strawberry Specialist

ANDOVER,

MASSACHUSETTS

Telephone 706



**1908-1940**

Once again I am pleased to greet my many customers, both old and new. I thank them heartily for their patronage, I especially thank those who have recommended my plants to their neighbors and friends, from whom I have received many orders.

For 32 years I have been growing and shipping strawberry plants, starting in 1908 in a small way. The business has increased, from a few thousand plants the first year, until now I am shipping plants to every part of New England and New York State. The land here is ideal for growing plants, a light sandy loam, which causes the plants to go down deep into the soil, making very large roots that are sure to grow. I grow all my own plants and if I should be sold out of any varieties, I say so, never buying from any one to fill your order as some growers do. In digging plants, I dig the whole row, discarding all small plants, also the old or mother plant. My plants are all dug after your order is received, taken to the packing room, cleaned and trimmed, ready to set out in the field. This trimming of the plants makes them very easy to set out and saves you much time and labor, just when you are rushed with your Spring work. In shipping plants by express, I always send a postal notifying you when the plants are shipped. Trusting that I shall continue to receive a share of your patronage and hoping that this will be a successful and prosperous year for you, I am

Yours very truly,

GEORGE RENNIE,

The Strawberry Man  
of Andover, Mass.



## BRIEF CULTURAL DIRECTIONS FOR THE BEGINNER

**Soil.** Almost any land that will grow corn will grow strawberries.

**When to Plant.** The earlier in the Spring the better. As soon as you can prepare the ground in good shape so the Spring rains will give the plants a good start. Plants do best when set before they start to grow very much.

**Preparing the Ground.** Spade or plow under a good coat of barnyard manure, then harrow till it is nice and mellow. If barnyard manure can't be got you can use hen manure or a 4-8-4 fertilizer, 1000 lbs. to the acre spread broadcast, then harrowed in.

**Planting Distance Apart.** We recommend making the rows four feet apart, and setting the plants every 15 to 18 inches in the row. This requires about 7,500 plants per acre.

**Setting the Plants.** A good many strawberry growers use a spade to make the holes to set the plants in. One man to make the holes and another to set the plants. Others use a mason's trowel. Push it straight down in the ground, then push back and forward, this makes a V shaped opening. Hold the plant with the left hand while you fill in the earth with the right, then firm the earth around plant. Be sure to set plants very firm in the ground. More plants die every year from being set too loose in the ground than all other causes combined. Great care should be taken to set the plant at the right depth, with the crown of plant even with surface of the ground.



**Picking Blossoms from New Set Plants.** The standard or June bearing varieties are not expected to produce a crop the year they are planted. The blossom stems should be pinched from all plants as soon as they appear. This throws the strength into the plant and makes strong, healthy plants that will grow a big crop of fruit the following season. Ever-bearing varieties should have all blossoms picked off until July 1st of the first year. This will give you berries during late Summer and Fall the year they are planted.

**Cultivation.** We recommend shallow cultivation as soon as the plants are set. This levels the ground and holds the moisture. Cultivation should be kept up right through the growing season. About the last of November plants should be covered with two inches of meadow hay, rye, straw or pine needles, or any covering you have handy provided it is free from weed seeds.

### **Profit and Pleasure in Growing Strawberries**

Strawberries yield quicker returns than any other fruit crop. With no other fruit crop can you set plants or trees one Spring and harvest a full crop of fine fruit the next Spring. "Strawberries bring in early money." They are one of the first crops to be harvested in the Spring. They bring in money when most needed just after a hard Winter. No other crop has brought the farmer as much profit during the past few years as the strawberry crop.

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**If you should order your plants over the phone be sure you get the right number. Andover 706. Ask for George Rennie**



### STANDARD VARIETIES

**Howard 17, (Per.) Early.** Since the Howard was introduced in 1915 it has replaced all other early berries. Its great productiveness, large size, nice color and smooth, even shape puts it in a class by itself. The Howard 17 is the variety that all new varieties are judged by. Growers have made more money with Howard 17 than any other variety.

Here is a list of some of the good points of Howard:

(1) Soil. Howard does well on any kind of soil and in any climate, out-classing all other varieties.

(2) The plants are very productive. No other variety yields more quarts per acre.

(3) The berries are beautiful in appearance, having a bright, glossy, red color. A berry that looks good in the box or in the crate. The only fancy berry that is a market berry, all the other fancy berries are poor yielders.

(4) Howard berries are of large size and hold their size well throughout their long bearing season. A very easy berry to pick as it has no green points. We have one of the best strains of Howard 17 in New England, as we use only the best plants in our breeding beds.

The Howard should not be allowed to set too many plants, as after heavy rain they do not dry off. Berries will be soft and there will be some rot. Keep plants well spaced. This gives them a chance to dry off after rain.

We have a good stock of Howard plants for our trade this Spring and expect to be able to fill your orders. To be sure of getting the plants you want,



send your orders in early, don't wait until late in the season, as we may be sold out. Last year we were sold out on all kinds except a few Mastodon. Send a small remittance with your order. Balance when you want plants shipped.

By Parcel Post Prepaid			
25 Plants	100 Plants	200 Plants	300 Plants
50c	\$1.25	\$2.25	\$3.00
	500 Plants	1000 Plants	
	\$4.00	\$7.50	

By Express Not Prepaid	
500 Plants	1000 Plants
\$3.75	\$7.00

3000 Plants or over \$6.50 per 1000 by Ex.

3000 Plants or over \$7.00 per 1000 Parcel  
Post Prepaid

### PREMIER EXTRA EARLY

We have always believed Howard 17 and Premier to be the same variety. However some of our customers have purchased the plants under the name of Premier, and it has proven so valuable to them that they always buy their plants under the name of Premier. We purchased our Premier plants from a leading Michigan grower, and any of our customers may have the true Premier by ordering them under that name.

Prices same as Howard 17.

**Fairfax (Per.) Early.** Fairfax was introduced by the United States Department of Agriculture from a cross of Howard 17 and Royal Sovereign. The berries are extra large and of very fine quality. Just the berry to grow for your own use and to treat



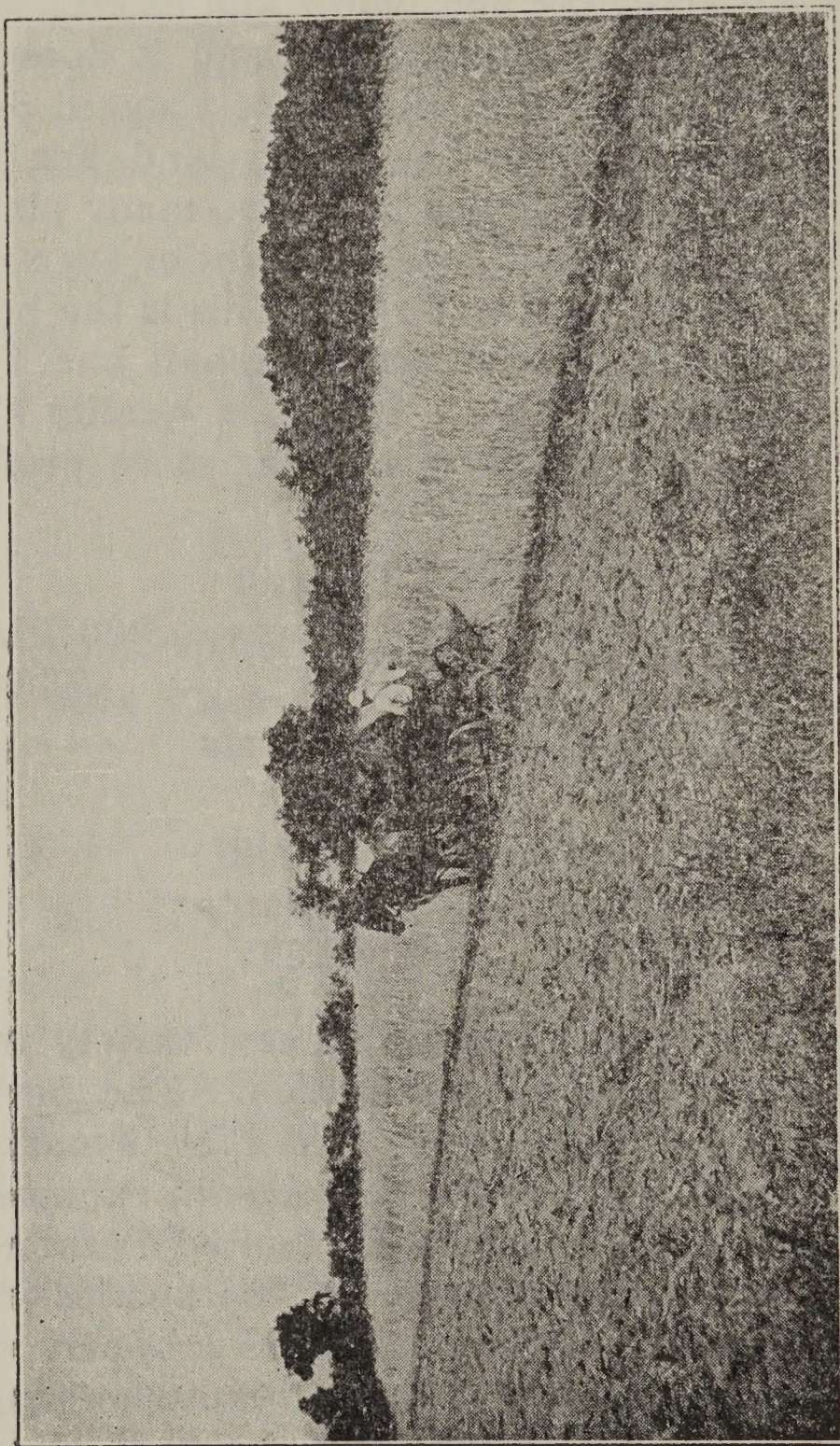
your friends. It is not a market berry for the North. It may be all right for the South and West. The berry is too dark for our markets and it does not give the quantity that the Howard or Catskill does. At its best on heavy or medium heavy land. For best results should not be allowed to set too many plants. A row with plants spaced seven or eight or even nine inches apart would be about right. This is the berry that will take the place of the Marshall and First Quality as a home berry. Better in quality than either of these two varieties and far more productive.

By Parcel Post Prepaid			
25 Plants	100 Plants	200 Plants	300 Plants
50c	\$1.25	\$2.25	\$3.00
	500 Plants	1000 Plants	
	\$4.00	\$7.50	
By Express Not Prepaid			
	500 Plants	1000 Plants	
	\$3.75	\$7.00	

**Pathfinder (Per.) Early.** A new variety from the New Jersey Experiment Station. The berries ripen a few days after the Howard 17. It makes a vigorous healthy plant, with just enough runners to make a good row for fruit. We fruited Pathfinder for the first time last summer. The berries were large, nice shape and color. A good cropper, very firm and of good quality. Those of you who bought Pathfinder plants last Spring will be well pleased with them.

By Parcel Post Prepaid		
100 Plants	200 Plants	500 Plants
\$1.50	\$2.50	\$5.00





**Plowing Under a Crop of Rye. Getting the Land in Shape  
for a Crop of Plants This Coming Season**

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**You will do us a favor by showing this catalogue  
to your friends.**



### CATSKILL

**Catskill (Per.) Midseason.** The Catskill is a new variety from the New York Experiment Station at Geneva, N. Y. A midseason berry, ripens about a week after Howard 17. Awarded a medal by the Massachusetts Horticultural Society at Boston for its large size and handsome appearance. A cross of Marshall and Howard 17. The plants are large, very vigorous and yield very heavy crops. The berries are very large, firm, bright red in color, glossy and attractive and good in quality. The Catskill on rich land makes too many plants and should not be allowed to set too many, as we find the largest and finest berries are always where plants are fairly wide apart. The Catskill keeps good size to the last picking and to be at its best should have fairly heavy and rich land. Anyone growing for market cannot go wrong in planting Howard 17 for early and Catskill for midseason to late.

The Catskill berries are produced on strong stems that keep the berries up off the ground. They dry off after heavy rain, and you get very few rotten berries. Not quite as heavy a cropper as the Howard.

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**The Commonwealth of Massachusetts  
STATE DEPARTMENT OF AGRICULTURE**

Official Certificate No. 55

Boston, July 10, 1939

**To whom it may concern:**

**This is to certify** that I have this fifth day of July completed the inspection of the strawberry stock of George Rennie grown at Andover, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden.

This certificate good until July 1, 1940.

Inspected by J. A. Kimball (Signed) R. H. Allen, Director.



They ripen a week after the Howard. They are at their best when the Howard are starting to run down a little in size. Therefore they bring a better price in the market. Plant the Howard on the light to medium land and the Catskill on the heavy land.

By Parcel Post Prepaid

25 Plants	100 Plants	200 Plants	300 Plants
50c	\$1.25	\$2.25	\$3.00
	500 Plants	1000 Plants	
	\$4.00	\$7.50	

By Express Not Prepaid

500 Plants	1000 Plants
\$3.75	\$7.00

3000 Plants or over \$6.50 per 1000 by express

3000 Plants or over \$7.00 per 1000 parcel post  
Prepaid

### COMING IN 1941, THE "DRESDEN"

Another new variety from the New York Experiment Station at Geneva, N. Y. The same station that brought out the Catskill. We have not fruited the Dresden here yet. The originator says berries are large, medium light in color and very attractive, both in the box and in the crate. We will not have any plants for sale until 1941, as we are setting out all the plants we have this Spring. Reserving a few for fruit. If you would like to see the Dresden fruiting, come to the farm about June 20th.

### SPACING OF PLANTS

Most growers allow far too many plants to set in the row. We believe that the largest crops of the finest berries can be grown in rows two and a half to three feet wide with plants spaced seven or eight

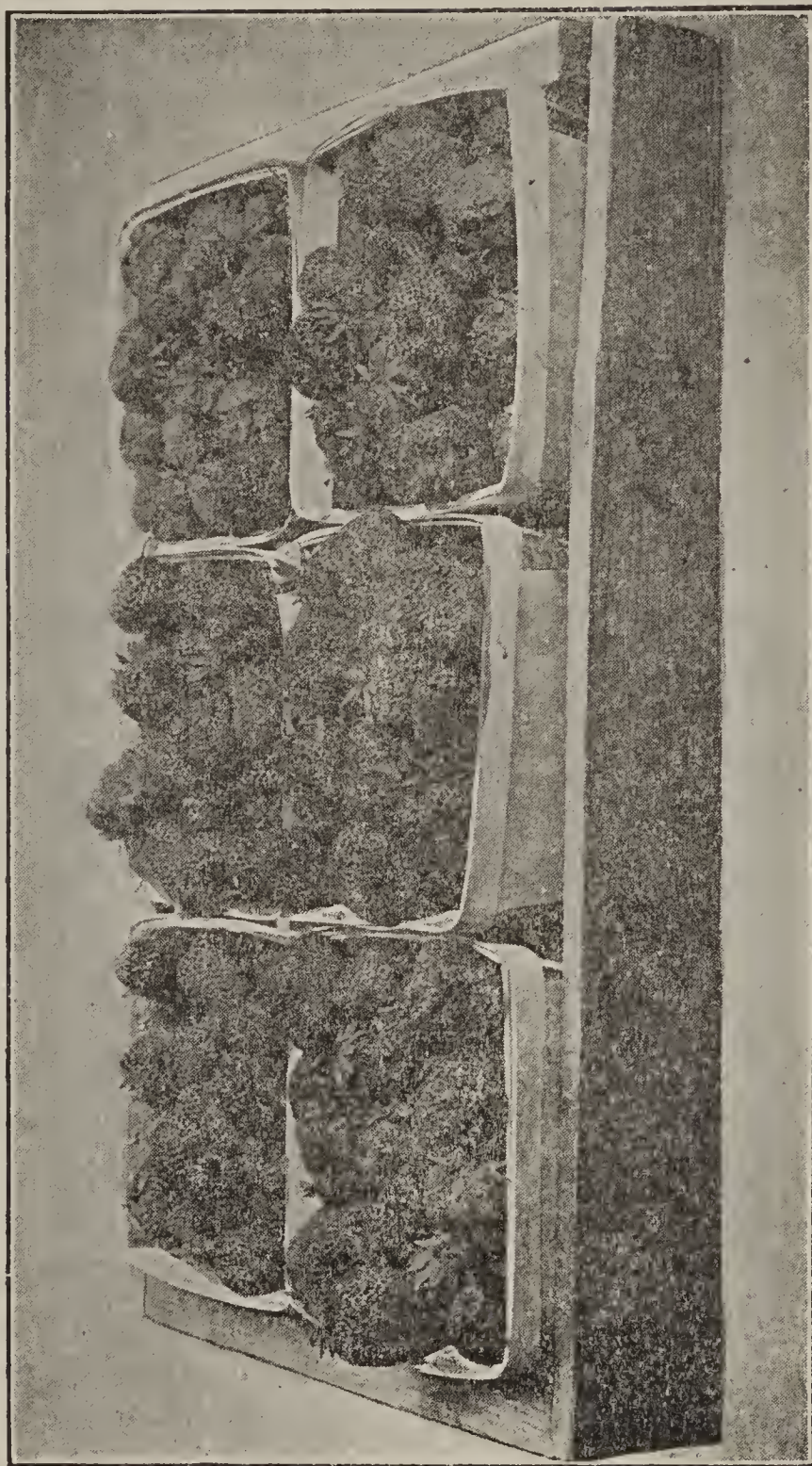


or even nine inches apart. Any plants that set closer than this should be treated as weeds and should be cut out with the hoe when hoeing the plants. Have one end of the hoe very sharp for this purpose. In the matted row you will find the most and largest berries are at the side of the rows. That is because they have more moisture than plants in the middle of the rows. In the spaced rows they have all the moisture they need to make large fruit. In the spaced rows you have very little rot as they dry off better after rain. You also get larger berries in a dry season. We have a customer on the North Shore that set out 500 Howard 17 plants. He allowed each plant to make only eight runners spaced nine inches apart and he picked from the 500 plants 1300 quarts of berries. All the growers in that town are following this system now. Some growers may think this is too much work. Suppose you try spacing the plants in two or three rows and compare with the rest of your bed.

### **MASTODON EVERBEARING**

We have tried all of the everbearing varieties, and we consider the Mastodon and Gem to be the two best varieties. Mastodon makes a very large plant, and the berries are the largest of any of the everbearing varieties. Does best on a medium soil, neither too light or too heavy. Set the plants as early as you can prepare the land in good shape. Keep all blossoms picked off until July 4th. They should start to fruit about August 1st and continue to fruit until last of October. If you have never grown Mastodon or Gem, plant some this Spring. 150 to 200 plants will supply a good sized family with all the berries they can use from August until October with





**A Tray of Everbearing Berries**

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**I Pay Parcel Post Charges—You Pay Express  
Charges**



a second crop the next Spring. They should then be plowed under, as they don't fruit enough to bother with the second Fall. For best results a new bed should be set out every Spring. Fruit growers and farmers that have a roadside stand, should plant some of the everbearing varieties. They will bring trade to your stand.

I want to invite everyone interested in strawberries to come to my farm and see the Mastodon and Gem in fruit this Fall. Come anytime after August 10th until last of September. "All Are Welcome."

By Parcel Post Prepaid			
25 Plants	100 Plants	200 Plants	500 Plants
50c	\$1.75	\$3.25	\$6.50
By Express Not Prepaid			
	500 Plants	1000 Plants	
	\$6.00	\$12.00	

### GEM EVERBEARING "PER."

Introduced to the trade in 1934, Gem makes a very vigorous growth of medium sized plants. The foliage is very healthy with no leaf spot. The berries average large in size, are bright red in color, very showy and attractive in the box, and very firm. They stand a wet spell better than the Mastodon as they don't have so heavy foliage. The berries dry off better after rain. The Gem does well grown in the hill system or narrow row. For the narrow row set plants 18 inches apart in the row, with rows 3½ ft. apart and let each plant make six to eight runner plants. A good berry for home use or market. If the Mastodon is not entirely satisfactory with you, try some Gem this Spring.



Order your plants early. A small remittance is all that is required with your order. Send balance when you want plants shipped.

By Parcel Post Prepaid

25 Plants	100 Plants	200 Plants	500 Plants
50c	\$1.75	\$3.25	\$6.50

By Express Not Prepaid

500 Plants	.....\$6.00	1000 Plants	.....\$12.00
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We use square pint baskets for marketing our Everbearing berries. We find they sell better than in quart baskets.

### **We Are Headquarters For Everbearing Strawberries**

Since the Everbearing strawberries came on the market, they have mostly been grown under the hill system. For some time we have tested them under the hill system, the narrow row and the matted row, and we find that the narrow row gives more berries and larger berries than when grown in hills or matted rows. Make rows 3 to 3½ feet apart, plant every 18 inches in the row, and let plants make 6 to 8 runners each. This gives enough shade for the berries and also allows the berries to dry out after heavy rains. In the matted row too many berries go bad as they don't dry off after heavy rains. For best results set plants early in the Spring and keep all blossoms picked off until July 4th.

### **How to Reach Our Farm by Automobile**

Come to Andover Square, then down Central Street and go under the railroad bridge, keep to the left, then first right. Our farm is the ninth house on the right.

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**A Satisfied Customer is Our Best Advertisement**



Every one of our strawberry beds is grown for plants and not fruit. Some growers grow for fruit and dig and sell the outside edges of the rows for plants, the centers being saved for fruiting purposes. By this method the customer receives only the end runner plants, and naturally the smallest and most poorly rooted. Such plants are dear at any price. I would rather pay \$10.00 per 1000 for good plants than take those small plants as a gift. With our method of digging and trimming plants, these small plants are discarded, your orders being filled with strong, fully developed young plants that will make a quick, sturdy growth in your fields this year.

### **GLADIOLUS**

#### **Exhibition Mixture**

To secure the greatest variety and beauty from gladioli they should be grown in mixture. Our exhibition mixture consists of a high grade assortment made up of the best named varieties that cannot fail to please the most exacting. Wide range of colors.

50c per dozen; 25, \$1.00; 50, \$1.50; 100, \$2.50

R. F. D. Northfield, Mass.  
May 2nd, 1939.

Mr. George Rennie,  
Dear Sir:

Inclosed find \$4.00 money order. Please send me 500 plants Howard 17 at once. I was much pleased with my last order, as I picked on the average of a quart and a half per plant set out.

Thanking you,

FAYETTE BACON.

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**If You Order Late in the Season Give a  
Second Choice**



R. No. 1 Rumford Corner, Me.

George Rennie,  
Andover, Mass.

Dear Sir:

This is our third season of ordering plants from you. The plants last year all lived. I am telling my neighbors to order from you, if they want good plants.

Yours truly,

L. L. NEWTON.

North Berwick, Maine  
May 1st, 1939.

Mr. George Rennie,  
Dear Sir:

We want to thank you for forwarding the plants so promptly. We are well pleased with the plants and wish you could see the most wonderful bed we have for this year's fruiting.

Yours truly,

ERNEST M. ROBERTS.

Amherst, Mass.

Mr. George Rennie,  
Dear Sir:

The strawberry plants ordered of you came through in good condition and were very satisfactory. In spite of dry weather all are doing well.

Very truly yours,

GEORGE E. TAYLOR.

Mt. Hermon, Mass.  
April 24, 1939.

Dear Mr. Rennie,

Inclosed find a money order for Howard 17 Strawberry Plants. The ones we have obtained from you in previous years have been entirely satisfactory. I call them first class plants.

Sincerely,

G. W. DEMING.



PLEASE USE THIS ORDER SHEET

GEORGE RENNIE

Strawberry Specialist

Andover, Mass.

Please forward to                      Date of Order .....

Name .....

Post Office .....R. D. No. ....

Express Office .....P. O. Box .....

County .....Street .....

State .....Ship by .....  
(Mail or Express)

Ship plants on or about .....

Please write name and address plainly, and fill all blanks perfectly. Always state how goods shall be sent, attach price to each article and add up accurately.

Orders of 1000 Plants or Over go Best by Express

Quantity	Variety of Stock Ordered	PRICE	
		Dollars	Cents
	Howard 17		
	Premier		
	Fairfax		
	Catskill		
	Pathfinder		
	Mastodon Everbearing		
	Gem Everbearing		
	Gladioli		



**True to Name.** While I use every precaution to have all plants, etc., true to name (I believe I come as near doing this as anyone in the business), I will not be responsible for any sum greater than the cost of stock should any prove otherwise than as represented.

Please write below the names and addresses of any acquaintances and friends who might be interested in, or buyers of strawberry plants, and I will send them a catalogue.

Bedford, Mass.  
April 19, 1939.

Mr. Geo. Rennie,  
Andover, Mass.

Dear Sir:

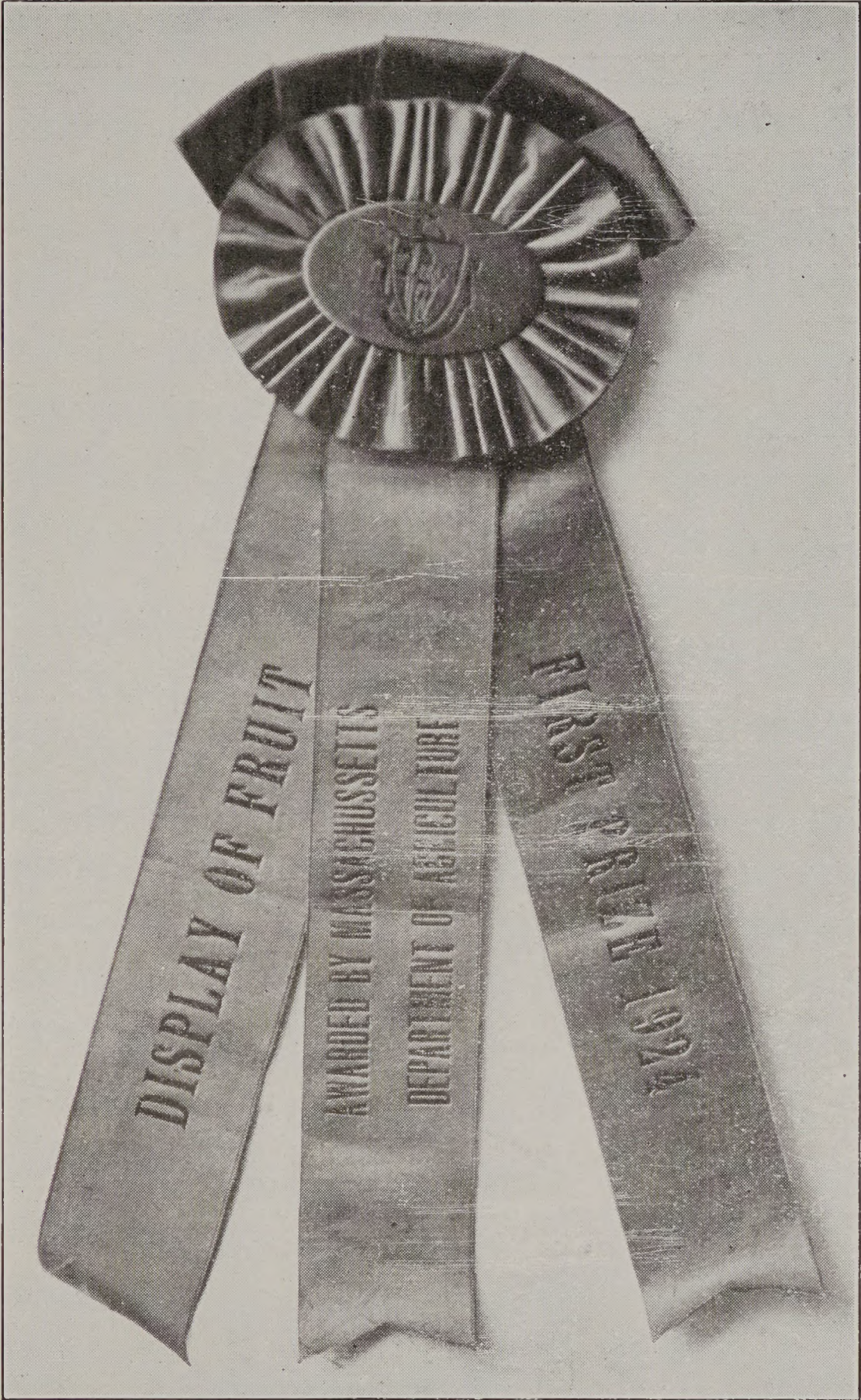
Will you please set aside 300 Howard 17 and 100 Mastodon Strawberry Plants. The same to be called for about the last of the month. The plants that we have purchased from you in the past have been very satisfactory, and this Spring expect a large crop of Howard 17.

Yours truly,

W. M. THOMAS.

## I Pay Parcel Post Charges—You Pay Express Charges





Special Prize Awarded by the Massachusetts Department of Agriculture for My Exhibit of Everbearing Strawberries



## Be Your Order Large or Small, We Will Treat You "On the Square"

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**Terms**—Cash must accompany all orders. No plants shipped C. O. D.

**How to Remit**—Post Office, Express, Money Order, Registered Letter or Bank Draft.

**Claims**—Must be made on receipt of plants, so that mistakes (should any have been made), may be promptly corrected.

All plants are fresh dug when wanted, kept away from both sun and wind, taken to the packing room to be **trimmed** ready for planting; tied in bunches of 26, labeled and set in moss in light boxes or crates, and delivered to the post office or express office at Andover, Mass.

I take the greatest care to have all plants true to name and in case any should prove otherwise I will not be liable for any amount greater than paid me for the plants.

Orders should be sent as soon as possible and your order will be booked and shipped when wanted.

A card will be sent notifying you when plants are shipped by express, so you can be on the lookout for them.

**GEORGE RENNIE, Andover, Mass.**

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**Get Your Order in Early**